

IN RECOGNITION of "**NATIONAL SAFE KIDS WEEK 2002**"

WHEREAS, unintentional injury is the number one killer of children ages 14 and under in this community and this nation; and

WHEREAS, in 1999, more than 382,000 children ages 14 and under were treated in hospital emergency rooms for bicycle-related injuries; and

WHEREAS, more than 40 percent of all bicycle-related deaths due to head injuries and approximately three-fourths of all bicycle-related head injuries occur among children ages 14 and under; and

WHEREAS, the single most effective safety device available to reduce head injury and death from bicycle crashes is a helmet; and

WHEREAS, national estimates report that helmet use among child bicyclists ranges from only 15 to 25 percent; and

WHEREAS, every dollar spent on a bicycle helmet saves this country \$30 in direct medical costs and other costs to society; and

WHEREAS, the National SAFE KIDS Campaign, with the support of founding sponsor Johnson & Johnson, launches SAFE KIDS Week 2002, "Use Your Head, Wear a Helmet", which focuses on the prevention of bicycle-related traumatic brain injury; and

WHEREAS, the East Central Georgia SAFE KIDS Coalition has planned special childhood injury prevention activities and community-based events including the 2002 SAFE KIDS Bicycle Rodeo in an effort to educate families about bicycle-related traumatic brain injury.

NOW, THEREFORE, I, Bob Young, Mayor of Augusta, Georgia do hereby proclaim May 4-11, 2002 as "SAFE KIDS WEEK" in Augusta, Georgia and call upon all the residents of this community to join with me in supporting the efforts and activities of the East Central Georgia SAFE KIDS Coalition to prevent childhood injury, including bicycle-related traumatic brain injury.

IN WITNESS THEREOF, I have here unto set my hand and caused the seal of Augusta, Georgia to be affixed this 3rd day of May 2002.